

Message Text

UNCLASSIFIED

PAGE 01 JIDDA 04631 261141Z

51

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W

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R 261045Z JUN 75

FM AMEMBASSY JIDDA

TO USDOC WASHDC

INFO SECSTATE WASHDC 1697

AMCONSUL DHAHRAN

UNCLAS JIDDA 4631

E.O. 11652: N/A

TAGS: BEXP, SA

SUBJECT: BUILDING MATERIALS: ADVERTISING OPPORTUNITY FOR U.S.

1. NATIONAL MARKETING, A WELL-KNOWN SAUDI COMPANY, IS PLANNING TO ESTABLISH IN JIDDA A PERMANENT EXHIBITION CENTER FOR BUILDING MATERIALS, TO BE KNOWN AS THE JIDDA INTERNATIONAL BUILDING CENTER (JIBS). IN ADDITION TO PROVIDING FOR PUBLIC DISPLAY OF SAMPLES AND LITERATURE, THE CENTER WILL PROVIDE VARIOUS RELATED SERVICES SUCH AS A MONTHLY NEWSLETTER, CIRCULARIZING LOCAL TRADE AND GOVERNMENT ENTITIES, ARRANGEMENT OF APPOINTMENTS FOR VISITING REPRESENTATIVES OF ITS CLIENTS, AND (EVENTUALLY) FACILITIES FOR SCREENING TECHNICAL FILMS. THE FEE FOR THESE SERVICES WILL PROBABLY BE IN THE RANGE OF \$3250 - \$4000 PER YEAR FOR BOOTHS WITH 1.5 - 2.5 SQ METER VERTICAL DISPLAY SURFACE. THE JIBC PLANS EVENTUALLY TO ACCOMMODATE ABOUT 330 EXHIBITORS.

2. IN SPITE OF THE STRENGTH OF THE CONSTRUCTION BOOM IN SAUDI ARABIA, MARKET INFORMATION IS EXTREMELY HAPHAZARD HERE. THERE IS NOTHING SIMILAR TO JIBC IN THE REGION, AND IT HAS GOOD PROSPECTS OF BECOMING A REGULAR RENDEZVOUS POINT FOR LOCAL DESIGNERS, CONTRACTORS, AND GOVERNMENT OFFICIALS SEEKING BOTH TO EXPAND THEIR ACQUAINTANCE WITH WHAT INDUSTRY HAS TO OFFER AND TO IDENTIFY SPECIFIC SUPPLIERS. SUGGEST THAT COMMERCE MAKE KNOWN TO THE BUILDING MATERIALS INDUSTRY THIS

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RELATIVELY INEXPENSIVE VEHICLE FOR A HIGH VISIBILITY

EXPOSURE TO THE SAUDI MARKET.

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Message Attributes

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Current Classification: UNCLASSIFIED
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Disposition Authority: n/a
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Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Margaret P. Grafeld
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TAGS: BEXP, SA
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